WHAT IS CLAIMED IS:

1   1.   A method for creating a customer profile from customer
2   information stored in at least one database, said customer information comprising at least
3   one attribute, said method comprising:
4   receiving as input said customer information;
5   segmenting said customer information into at least one of a plurality of
6   groups, said segmenting based upon a value for said at least one attribute;
7   defining at least one of a plurality of profiles; wherein said at least one
8   profile comprises at least one of said groups; and
9   analyzing said customer information using said customer profile.

1   2.   The method of claim 1 wherein said segmenting further comprises:
2   defining each group in said at least one of a plurality of groups;
3   assigning said customers into said at least one of a plurality of groups
4   based upon said value of said attribute for said customer; wherein said partitioning
5   assigns each customer to at most one group.

1   3.   The method of claim 2 wherein said segmenting further comprises:
2   specifying at least one of a plurality of expressions; said expressions evaluating to said
3   value.

1   4.   The method of claim 3 wherein said expression further comprises a
2   plurality of said attributes, said attributes combinable based upon at least one of a
3   plurality of operators.

1   5.   The method of claim 4 wherein said at least one operator includes
2   arithmetic operators and logical operators.

1   6.   The method of claim 3 wherein said segmenting further comprises:
2   mapping the values produced by said at least one of a plurality of expressions to at least
3   one of a plurality of segmentation code values.

1   7.   The method of claim 6 wherein said mapping further comprises:
2   assigning numeric values to particular ones of said plurality of segmentation code values.

1   8.   The method of claim 6 wherein said mapping further comprises:
2   assigning enumerative values to particular ones of said plurality of segmentation code
3   values.

1   9.   The method of claim 6 wherein said mapping further comprises:
2   mapping a range of expression values to said at least one segmentation code value.

1   10.   The method of claim 1 wherein said at least one attribute includes
2   age and income.

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